

## ABSTRACT

Methods, systems, computer program products, and methods of doing business by optimizing a user's shopping and product acquisition experience. A user selects products to be purchased, and an optimized shopping path is automatically computed based upon one or more factors such as product price, merchant location, user preference for particular merchants, and whether a merchant has particular products in inventory. As the user completes acquisition of selected products, the shopping list is preferably revised dynamically. If a product is not in inventory as expected, the shopping path is revised dynamically.